

Topic 4-3: Activities of CJ Mark Committee to Cope with Copyright Infringement

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My name is Nagano, and I currently serve as a board member of the CJ Mark Committee of the Content Overseas Distribution Association. It is my privilege to have an opportunity today to introduce the activities of the Content Overseas Distribution Association and the CJ Mark Committee. It will be my great pleasure if our activities can be useful information for a countermeasure against the pirated edition issues discussed here in Bangladesh. As you all should be aware, the infringement of intellectual property, including pirated edition issues, has now become a global task for us. Recently in particular, against a backdrop of the development and popularization of digital networks, the situation of this issue has been more serious for the spread and the circulation of on-line piracy across borders. On the other hand, Japanese content has an international high reputation and is widely accepted, especially in Asia, which is to be a very promising market for us. Today, I would like to start with an overview of the Chinese market, which is expected to be the highest growing market in the world, and then introduce the countermeasures of the CJ Mark business in response to the pirated editions as the Japanese content industry.

Before starting my main subject of today, let me give you the outline and the founding of CODA, the Content Overseas Distribution Association. CODA was established in August 2002 by the content businesses aiming at taking measures against pirated editions for distributing their authentic contents to overseas market. The number of members is now 20 organizations and 22 corporations from all genres of copyright related industries including video pictures, films (like our company), internationally respected animation, TV dramas and games, music, toys and books. Our main activities are joint enforcement against overseas piracy, means raid pirate vendors, namely “CJ Mark business”; and workshop for improving legal systems on copyright of the respective countries; public relations and awareness campaigns for our activities toward consumers and related industries; and dialogue and exchange of opinions with government organizations on behalf of the Japanese content industry. Furthermore, CODA and our activities has close cooperation and support of the governmental organizations such as the Ministry of Economy, Trade and Industry; and the Agency for Cultural Affairs, which handle copyright matters or development of contents to overseas.

Next, let me briefly explain how CODA is organized. CODA has 3 committees for practical operations under the General Assembly, which is the supreme institution to make decisions. Those three are the Planning Committee, the CJ Mark Committee, and the Business Law Committee. The main role of Planning Committee is to discuss general activities link to the whole organization of CODA. The CJ Mark Committee was established in 2005 for the joint enforcement against overseas piracy. I will explain the detail of its operations later. The Business Law Committee was established in 2006 to present proposals and opinions for improvements in the legal systems of respective countries. And JETRO, a Japanese organization for promoting trade and investment, takes on the secretariat for CODA.

Next is about the background that how CODA was established. Although Japanese content had gained a good reputation for its quality from foreign countries, the content industry in Japan did not pay as much attention to the overseas markets as it does now because of its huge domestic market that consists of more than 100 million people. However, as this graph, actually Japan’s content market has not really expanded more since the beginning of this century.

Please look at this graph, which shows the expected rate of growth of the content market in Asia Pacific region based on the survey published by a well-known American think-tank, Price Waterhouse Coopers in 2004. According to the survey, the Japanese market, shown by the blue line at the bottom, is not expected to expand at a high growth rate in the future, while the Asia Pacific region and the market in China in particular, shows an overwhelmingly high growth rate. In 2009 for instance, while the expected growth rate of Japanese market is 2.9%, of the Chinese market get a forecast of 16.9% and is catching a great deal of attention as a promising market in the world. Thus, it has been pointed out that we need to review our domestic-focused industrial framework and look at active expansion to overseas market for the growth of Japan’s content industry. At the same time, the declaration of “Development of the Country based on Intellectual Property” made by the Koizumi government in 2002 has contributed to create the cooperative relation between the government and private sectors to strengthen the international competitiveness of the Japanese content industry.

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However, the disincentive for Japanese content businesses to expand to Asian market which keeps high growth rate and Japanese contents have high reputation in, is piracy problems in the region including China. This graph shows the survey conducted by the content related organizations in Japan, on the quantity of pirated editions circulating in each country. You can realize the seriousness of the damage from the widely circulating, around 90% of video pictures and game software in the Chinese market, pirated editions.

The Japanese content businesses did not just sit on their hand with this situation. In fact, TV drama right holders conducted raids against pirate products in Hong Kong, but their effort was not sustainable and could not achieve eradication of piracy. Against this background, CODA was established in 2002 as an organization covering the whole content industry including movies, music, animation, games, and TV dramas in order to tackle this piracy matter together with measures such as conducting necessary activities like consecutive raids against the pirated editions, (we call this action as “enforcement”), making requests for cooperation of local government to crackdown pirated editions, and appealing to the local consumers not to buy pirated editions. All of those were hardly undertaken by individual companies due to cost-benefit matter. And in 2005 CJ Mark Committee was established to build a full-fledged system for the enforcement against pirated editions.

Now I would like to explain the CJ Mark business undertaken by the CJ Mark Committee as countermeasures against pirated editions. “CJ” stands for “Content Japan” and this mark is literally attached to Japanese content products. However, it means more than just a mark. The CJ Mark Committee registers a trademark of this CJ mark as a means of identifying pirated editions in the regions where the legitimate products are expected to be distributed in the market. We are aiming to raid the pirated editions on account of a violation of the trademark right with the CJ mark, instead of a violation of the copyright. So far, the registration of this trademark has been completed in Hong Kong, Taiwan, EU, the U.S., and Japan; and is under examination in China and South Korea.

Let’s see to be specific how the CJ mark is available as a trademark when a pirated edition is found out. Please look at this illustration. When we conduct the raid as for a copyright violation, for example of DVDs or CDs, we must play back all disks one by one and check those actual look to compare with the legitimate version. On the other hand, in case of raiding a trademark right violations,

if the CJ mark is copied onto the products as you see the left figure, we can identify them as a pirated edition for violating the trademark right without checking their content. Especially for the cheap pirated editions they often just copy whole package of legitimate editions, so the enforcement by the charge of trademark rights is a very effective method and it drastically lightens burdens of right holders such as preparing evidential documents. If the CJ mark is cut off from the package (like right figure), we can identify them as pirated editions at a glance even we cannot raid these as trademark rights violation.

Furthermore, in addition to the violation of such tangible contents as DVDs and CDs, the violations through Internet media have recently been increasing in number. The movie industry has already initiated action against this trend by inserting the “CJ mark” on the films. This enables us to raid those for the violation of trademark rights if someone without license uploaded the legitimate video pictures. I will later show the actual products the CJ mark is inserted in.

Now, let me summarize here the merits of the CJ mark business. First, the CJ mark makes it possible to raid the pirated editions of the Japanese content which the CJ mark is inserted into, as a violation trademark right regardless of its genre; movies, music, animation, TV dramas, or games. Therefore individual companies can cut the cost for enforcement, and at the same time it will be a strong message to local vendors producing pirated editions that the Japanese content businesses will thoroughly take every possible action against piracy. Besides, the CJ mark makes the risk of threat by violators lower than individual companies could be taken if they implement enforcement on their own. This allows us to move into more effective enforcement.

Here is the outline of the CJ mark activities. As to the enforcement, currently we focus on the raid against copyright violation because the products with CJ mark have just appeared in the overseas market recently and the registration of the trademark has not been completed in China, where the damage is particularly serious. As I explained just before, we are trying to start enforcement with trademark rights in the near future, at the latest by the end of the current fiscal year. In China, Hong Kong, and Taiwan, the survey of the real situation of the piracy market or the preparation for the enforcement to local vendors are conducted through our local partner, the Motion Picture Association of America. I will explain about our members and their category of business in next

slide.

Listed here are the 28 regular members of the CJ Mark Committee, including major TV stations such as Tokyo Broadcasting System, Inc., Fuji Television Network, Inc.; or animation production companies like Sunrise Inc., which is famous for Gundam; and record companies such as AVEX Group Holding Inc. and Sony Music Entertainment (Japan) Inc., which many famous artists belong to; and filmmakers like Toho Co., Ltd. and Kadokawa Pictures, Inc.; as well as toy and game companies, and publishers. I believe you understand that our members are covering wide range of contents industry.

Now, I would like to introduce the successful results of the enforcement, currently based on the copyright, in the CJ Mark business. For a period of two and half years, from January 2005, when the CJ Mark Committee started its action, to July 2007, the Committee raided 4,133 cases, arrested 1,410 suspects, and seized more than 3.88 million pirated editions of DVDs and other products in China, Hong Kong, and Taiwan. The value of the seizure would be equivalent to more than 5 billion yen in the estimation of the local average sales price of 1,300 yen for one legitimate Japanese content DVD.

Listed here are 12 major cases of the enforcement. Especially in Hong Kong, we had been focusing on conducting raids on the building called Sino Center in Mong Kok, which used to be a nest of shops selling pirated editions of Japanese content. As a result, now those shops nearly stamped out to be left only a few. Also in Guangzhou in China, in July 2005, as many as 1.3 million pirated editions of Japanese content were seized from the warehouse for pirated editions. Furthermore, in Hong Kong in January 2006, the Committee succeeded in the raid of the largest scale of violation of Internet piracy.

And In Taiwan in May 2006, the Committee succeeded in raiding pirated editions using "Bit Torrent" which is one type of P2P file widely used in Asia. In addition, in Hong Kong and mainland China, large scale of the raids seized tens of thousands of pirated products were conducted.

In Hong Kong the Committee has been taking criminal actions against the violators to express its strong will to exterminate the pirated editions. In May this year, the sentence of imprisonment for 73 months (6 years and 1 month), which is the second-heaviest punishment in the history of piracy cases in Hong Kong, was passed on the pirated edition vender. We consider this to be the first case

for Japanese right holders that our efforts got success in such a short period, although some industries in content businesses had experiences to have conducted joint action against pirated editions overseas.

The number of legitimate products adopting the CJ mark on their packages is gradually increasing and has begun distributing in the Asian market including China, Hong Kong, and Taiwan. Please look at these pictures, which are a few examples out of many. The red package in the upper left is the film DVD entitled "G.I. Samurai (Sengoku Jieitai)" produced by KADOKAWA PICTURES, INC., and distributed in Hong Kong. The purple one in the lower left is the package for theatrical version of the animation called "Sgt. Frog (Keroro Gunso)" which is now extremely popular in the Asian region. The one in the upper right is the animation from the works of Tezuka Osamu, who is called "The God of Manga". Tezuka Production is positively adopting the CJ mark to their products, not just this one here.

The package in the upper left is of the animation called "Yakitate!! Japan", produced by d-rights Inc., which is also broadcast on local TV stations in Taiwan and Hong Kong. The one in the lower left is of the music album of a singer and also as a popular actress named Shibasaki Kou, which is published by UNIVERSAL MUSIC K.K. She has acquired high recognition as a Japanese artist in Hong Kong and Taiwan, as well as other parts of Asia. The one on the right is of game software called "KOF MAXIMUM IMPACT 2" manufactured by SNK PLAYMORE CORPORATION. This one is also attracting high interest, particularly in Hong Kong. These are the examples of DVDs and CDs adopting the CJ mark on their packages and other parts.

This is the title image and ending credits of the popular film titled "Love Never To End" distributed by Toho Co., Ltd., which is a Japanese film production company. As you can see, there is a CJ mark printed on the bottom left corner of the screen in the ending credits. This action aims to deal with the illegal internet-delivery that the CJ marks are remained in their pirate editions as a trademark right violation. Now the CJ mark is printed on many films currently released in Japan.

This is also the film by Toho Co., Ltd, released in June. The title is "Say Hello For Me". There is also the CJ mark printed on the lower right.

For smooth progress of the enforcement, it is crucial to require the cooperation of local controlling institutions, such as police forces. The

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CJ Mark Committee has been setting up training seminars to give lectures to the staffs of enforcement agencies in China, Hong Kong, and Taiwan on how to distinguish pirated editions from legitimate ones and how to respond to Internet piracy. During past two and half years we have organized those seminars in 13 cities with a total number of more than 2,000 participants. On the 22nd and 24th of last month, in addition to this chart we held the seminars in Hong Kong and Taiwan. There, the member companies along with other organizations members gave lectures to them.

Along with the training seminars, the CJ Mark Committee set up regular meetings and other opportunities for exchanging opinions with officers of local enforcement authorities. We have meetings in Japan or on site with NCAC (the National Copyright Administration of the People's Republic of China), the Hong Kong Customs and Taiwan's IPR (Intellectual Property Rights) Police, for exchanging opinions on the problems of piracy of the CJ members or for discussing requests from the members on the enforcement. We believe that it is important for us to continue the enforcement with establishing amicable relationship with the local enforcement agencies based on the win-win situation, not by a one-sided operations or requests for improvement.

The CJ Mark Committee also works on public relations and awareness activities to related industries and general consumers to appeal the successful results of the enforcement by the Committee. In May this year we opened website for CODA activity, and are planning to enhance press releases or to put out the information through the site.

The CJ Mark Committee has been distributing the leaflets from March 2006 for advertising the CJ mark and its activities at content-related events inside and out of Japan. We hope to acquire new members through these activities. You can download this leaflet from the website I have introduced at previous slide.

The CJ Mark Committee has also made efforts overseas to promote general consumer's awareness through public relations and awareness activities. We displayed posters for the protection of Japanese content rights at community facilities and primary schools in Hong Kong and Singapore.

The CJ Mark business has got the great attention abroad too, not only from Asia but also from Europe. Listed here are some examples.

-The scene of training seminar was broadcast

through the local media in China.

-The report of the interview for the Chairman of the CJ Mark Committee was broadcast as a special topic on KBS TV, the national broadcasting station in South Korea.

-The interview by (AFP) Agence France-Presse placed in the "Japan Times".

-Introduced in Hong Kong and French newspapers.

Finally, as future prospects, I would like to introduce ultimate goal of CODA and the CJ Mark Committee. The extermination of pirated editions is not a final purpose for us. We have a further target in our activity that is the development of Japanese content overseas. The main pillars of our activities are:

- (i) Execution of the rights to the pirated editions (enforcement),
- (ii) Promotion of the export of the legitimate content, and
- (iii) Capacity building and education of the local enforcement officers and consumers.

I already explained the details about each activity, as you now know. Through these activities we are aiming at developing an environment for the distribution of legitimate contents by reducing the rate of pirated editions as a short term objective, then promoting the distribution of Japanese contents as a medium-term, and developing an appropriate business environment by enhancing awareness of intellectual property as a long-term goal.

So to speak, the countermeasures against pirated editions and the expansion of legitimate contents overseas are closely connected. This is the very reason that we, the rights holders, have been keeping our efforts for the enforcement against piracy and distribution of legitimate contents.

This is all what I want to introduce to you today. I hope my speech has become some help to your understanding the activities of CODA and the CJ Mark Committee, which are paving the way for the distribution of legitimate Japanese contents overseas by the cooperative effort of Japanese content industry. I would like to end my speech with asking you all to let us know your opinions or questions if any about our activities, please feel free to contact our CODA Secretariat by Email or any convenient way for you. Finally, I thank you very much for your kind attention.

Activities of CJ Mark Committee to Cope with Copyright Infringement

National Seminar and Workshop for Copyright Awareness and Production and Utilisation of the Bengali Version of "Asian Copyright Handbook"
20-22 November 2007

Content Overseas Distribution Association (CODA) / CJ Mark Committee

About Content Overseas Distribution Association (CODA)

A private-sector association aiming to devise measures to help stem the rising tide of overseas piracy while enabling copyright-related organizations and content industry to engage in dynamic expansion abroad

Established August 2002 **Membership** 20 organizations and 22 corporations

Main activities

- ① CJ mark business (joint enforcement of measures against pirated editions)
- ② Research on foreign copyright legal systems
- ③ Public relations and awareness-raising activities
- ④ organizations

Ministries concerned Ministry of Economy, Trade and Industry, Agency for Cultural Affairs

About Content Overseas Distribution Association (CODA)

Organization chart

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    graph TD
      GA[General Assembly] --> BD[Board of Directors]
      GA --> BLC[Business Law Committee]
      GA --> CJMC[CJ Mark Committee]
      GA --> PC[Planning Committee]
      GA --> S[Secretariat]
  
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Secretariat: Japan External Trade Organization (JETRO)

<Logo of CODA>

Background of establishment of CODA
~Need to expand Japanese contents abroad~

Year	Market size (Trillion Yen)
2001	13.3
2002	13.3
2003	13.2
2004	13.5
2005	13.7

From "Digital Contents White Paper 2006"

Japan's domestic contents market nearly at maturation state

Background of establishment of CODA
~Need to expand Japanese contents abroad~

Market growth of Asia/Pacific, China and Japan

Year	China (%)	Japan (%)	TOTAL (%)
2002	30.8	3.7	10.7
2003	31.1	4.8	13.2
2004	16.9	2.9	9.3
2005	16.9	2.9	9.3
2006	31.1	2.9	9.3
2007	16.9	2.9	9.3
2008	16.9	2.9	9.3
2009	16.9	2.9	9.3

High growth rate in Asia-Pacific market far exceeding that of Japan

From: "Global Entertainment and Media Outlook 2005-2009" (PriceWaterHouseCoopers)

Background of establishment of CODA
~Piracy: Obstacle to distribution of goods overseas~

From the research by Copyright Research and Information Center (CRIC) in 2002, 2003

Category	China (%)	Hong Kong (%)	Taiwan (%)
Video games	92%	80%	62%
Music	67%	17%	32%
Motion pictures	88%	37%	45%
TV programmes	88%	71%	98%

Circulation of pirated editions is a grave issue especially in Mainland China

Countermeasures taken against overseas pirated editions

Necessary action


- ① Continued implementation of enforcement
- ② Promotional activities and request for co-operation with the local governmental organizations
- ③ Awareness raising campaigns to local consumers

Need to be dealt with by concerned industry as a whole for better cost-benefit performance

Efforts by CJ Mark Committee since 2005

What is CJ Mark ? (Content Overseas Distribution Mark)

A mark attached to Japanese content products as a means to identify pirated editions

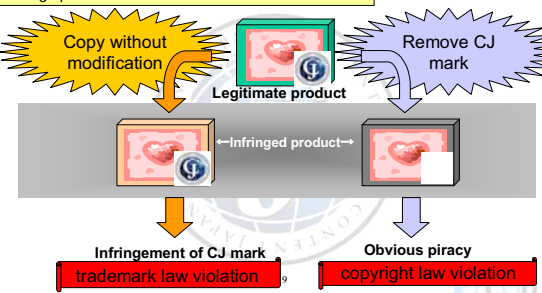


Register the mark in regions where legitimate products are distributed and aim to detect pirated editions as trademark infringement

Registration completed in Hong Kong, Taiwan, EU, US, Japan; Under examination in China and South Korea

Characteristics of CJ mark business ~How it is utilized in enforcement~

Package products such as video DVDs and music CDs

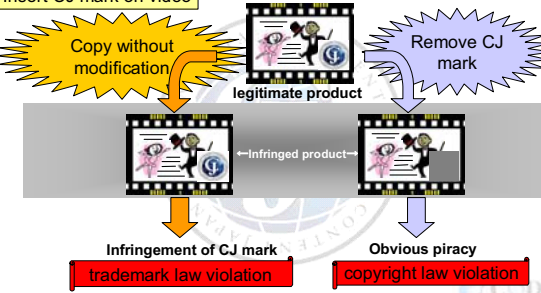


Infringement of CJ mark trademark law violation

Obvious piracy copyright law violation

Characteristics of CJ mark activity ~How it is utilized in enforcement~

Insert CJ mark on video



Infringement of CJ mark trademark law violation

Obvious piracy copyright law violation

Characteristics of CJ mark business ~ Merits of CJ Mark business ~

When CJ mark is inserted, one can detect piracy as trademark violation regardless of genre

- ① Lower enforcement cost
- ② Powerful message to combat piracy by Japanese contents industry as a whole
- ③ Can avoid threat of retaliation on individual companies from violators

Outline of CJ Mark activities

【Activities】

- ① Joint enforcement (execution of rights) against overseas pirated editions Enforcement of **COPYRIGHT** at the moment
- ② Research and survey regarding countermeasures against overseas pirated editions
- ③ Building relationship with local administrative offices and promotional activities overseas
- ④ Press release, public relations and awareness-raising activities

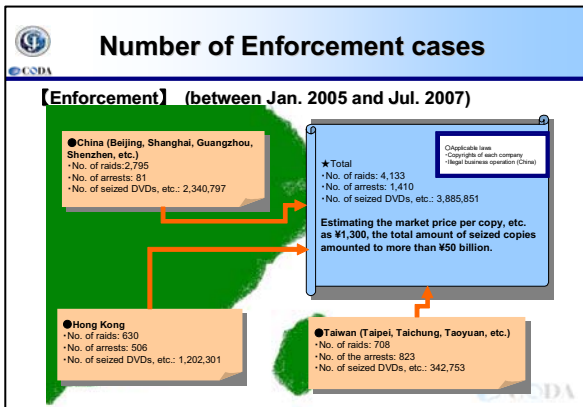
Overseas partner Motion Picture Association of America (MPA)

Members regular members:28 corporations
supporting members:10 corporations/organizations

Industries animation, film, music, TV, video games, toys, books

Regular Members of CJ Mark Committee	
Drama	Nippon Television Network Corporation
MEDIA INTERNATIONAL CORPORATION	FUJI TELEVISION NETWORK,INC.
TOKYO BROADCASTING SYSTEM,INC.	
Animation	PIERROT CO.,LTD
Aniplex Inc.	STUDIO GHIBLI INC. SUNRISE INC.
BANDAI VISUAL CO., LTD	SUNRISE INC.
d-rights Inc.	TEZUKA PRODUCTIONS CO., LTD
GENEON ENTERTAINMENT INC.	TOEI ANIMATION CO., LTD
MEDIA INTERNATIONAL CORPORATION	YOMIURI TELECASTING CORPORATION

Regular Members of CJ Mark Committee	
Music	PONY CANYON INC.
AVEX GROUP HOLDINGS INC.	Sony Music Entertainment(Japan)Inc.
EMI Music Japan Inc.	UNIVERSAL MUSIC K.K.
KING RECORD.CO.,LTD	Victor Entertainment, Inc..
Movie	TOHO CO.,LTD.
KADOKAWA PICTURES,INC.	TOEI COMPANY, LTD.
SHOCHIKU CO., LTD.	NIKKATSU CORPORATION
Toy	d-rights Inc.
Game	SNK PLAYMORE CORPORATION
Book	Kadokawa Shoten Publishing Co.,Ltd.



- ### Enforcement Action Summary
- Results in January 2005~ July 2007 (Topics)
 - Hong Kong : Implementation of Pirated Disc Cleanout Operation Targeting "Sino Center"
 - Hong Kong, May 2005 : 504 DVD-R/CD-R Burners Seized
 - Guangzhou, July 2005 : Pirate Warehouse Raided, 1,300,000 Pirated Japanese Titles Seized
 - Hong Kong, August 2005 : Underground Factory Successfully Raided
 - Hong Kong, January 2006 : Pirate Internet Sales Operation Raided, 16,000 Discs Seized, Three Arrested(Largest Raid of This Kind in Hong Kong in History)

- ### Enforcement Action Summary
- Shenzhen, March 2006: 7 Parcels Containing Pirated Game Software Seized at International Airport
 - Taiwan, May 2006 : Raid on Copyright Infringement on the Internet using Bit Torrent
 - Shanghai, September 2006 : Warehouse Raided, 10,000 Pirated Japanese Titles Seized
 - Hong Kong, November 2006 : Pirate Retail Shop/Warehouse Raided Approx. 64,000 Pirated Japanese Titles Seized
 - Hong Kong, March 2007 : Manufacturing/Smuggling Syndicate Raided, Approx. 10,000 Pirated Japanese Titles Seized

- ### Enforcement Action Summary
- Hong Kong, March 2007 : Large-Scale Sales Organization Raided, 10,000 Pirated Japanese Titles and Manufacturing Equipments, etc. Seized
 - Hong Kong, May 2007 : Pirate Manufacturer Sentenced to 73 Months Imprisonment in Criminal Justice Court

Example of a CJ Mark product

©2006 Yoshizaki Kanon / Kiddo Pictures Publishing, Co., Ltd., Kadokawa Herald Pictures, Sunrise Inc, Tokyo Broadcasting System, NAS.

Example of a CJ Mark product

UNIVERSAL MUSIC K.K. "Koi" Kyou Shibasaki

Example of a CJ Mark product

「Love Never To End」 (offered by TOHO CO.,LTD.)
©2007 Toho Co., Ltd./Nippon Television Network Corporation/Yomurl Telecasting Corporation/Gaioza Ino-Dentsu Ino-Tohokushinetsu Film Corporation/Nihon Tokai Shikibu, Inc All Rights Reserved

Example of a CJ Mark product

「Say Hello For Me」 (offered by TOHO CO.,LTD.)
©2007 Toho Co., Ltd./Tokyo Broadcasting System, Inc./Hakuhodo DY media partners/Shogakukan Inc./MBS/CBS/TVBS/ABC All Rights Reserved

Relationship-building

【Training seminars for improved raid-operation】

Performed	Subject district (persons)	Performed	Subject district (persons)
February 2005	Beijing (56), Shanghai (75)	October 2006	Chongqing (About 140)
March 2005	Hong Kong (105), Shenzhen (127)	November 2006	Macau(35)
September 2005	Hong Kong (118), Chengdu (94)	January 2007	Guangzhou(111), Beijing(74)
November 2005	Guangzhou (126), Wuhan (104)	March 2007	Shenzhen(91)
December 2005	Shenyang (77)		
January 2006	Beijing (About 70), Shanghai (About 80), Shenzhen (About 120)		
February 2006	Taiwan(About70)		
July 2006	Nanning (143)		
September 2006	Hangzhou(78),Shanghai(94), Taiwan(46),Hongkong(101)		

Relationship-building

Date	Place	The name of organization
October 2005	Tokyo	Meeting with the National Copyright Administration of the People's Republic of China
September 2005	Hong Kong	Visit to the Hong Kong Customs and Excise Department
October 2005	Taipei	Visit to the Taiwan Intellectual Property Police
September 2006	Hong Kong	Visit to the Hong Kong Customs and Excise Department
November 2006	Tokyo	Invitation of the Hong Kong Customs and Excise Department


Enlightenment & Public Relations

【Launched a website for CODA activity】

Information about :

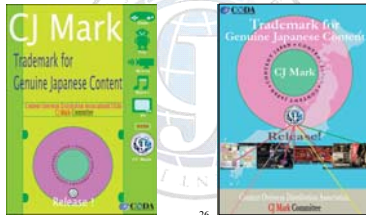
- Outline of CODA
- CJ Mark Business
- Press release on anti-piracy efforts (number of raids cases) and more

URL: <http://www.coda-cj.jp> (Open to the public on May. 2007)




Enlightenment & Public Relations

- Preparing and distributing leaflets for publicizing the CJ Mark (sequentially distributed throughout Japan and abroad from March 2006 onward)




Enlightenment & Public Relations

- Prepared and distributed posters and pamphlets advocating the protection of Japanese content in cooperation with the Hong Kong Intellectual Property Department and the Intellectual Property Office of Singapore (IPOS) (March 2005)



(Scene when posters were placed at an elementary school in Singapore)

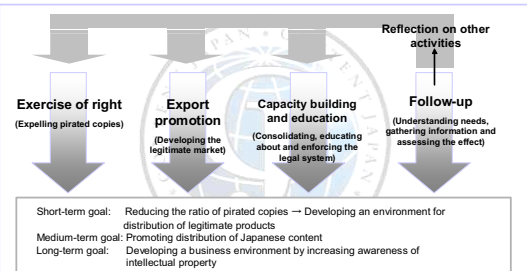


(Placed in subway stations, etc. in Hong Kong)

Enlightenment & Public Relations

- The scene of training seminars was broadcast through TV stations in Guangzhou, Wuhan and Shenyang (Nov. – Dec. 2005)
- Report in a news program broadcast by a South Korean TV station "KBS Television" (scheduled in January 2006)
- Interview by Agence France-Presse (AFP) (in the latter half of June 2005) •• Placed in an English newspaper "The Japan Times" etc••
- Interview by a Hong Kong newspaper "Hong Kong Economic Times" (October 2005)
- Request for placing a feature article from an international broadcast image trade show in France "MIPCOM"

Goals of the CJ Mark business



Exercise of right (Expelling pirated copies)

Export promotion (Developing the legitimate market)

Capacity building and education (Consolidating, educating about and enforcing the legal system)

Follow-up (Understanding needs, gathering information and assessing the effect)

Reflection on other activities

Short-term goal: Reducing the ratio of pirated copies → Developing an environment for distribution of legitimate products

Medium-term goal: Promoting distribution of Japanese content

Long-term goal: Developing a business environment by increasing awareness of intellectual property

Thank you !

★ Please feel free to contact the CODA Secretariat for enquiries concerning our activities.

Content Overseas Distribution Association (CODA), Secretariat (Intellectual Property Division of JETRO)

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